

Beyond Bookings: How Radisson Hotel Group is Reshaping the Future of Intelligent Hospitality

Global hospitality leader **Radisson Hotel Group (RHG)**, manages a portfolio of over 1,600 hotels in 60+ countries across 11 brands, serving guests across a wide range of markets and formats. To get ahead in today's high-stakes hospitality market, RHG knows that guest expectations have evolved far beyond basic amenities. Modern travelers are looking for highly specific, tailored experiences that cater to their unique lifestyle and immediate needs, from pet-friendly rooms to resorts with early check-in.

To meet these rising expectations, RHG reorganized parts of its digital, ecommerce and media operations around a shared view of the guest rather than isolated channels. **Using Tealium as a customer data platform, RHG connects data from web, mobile apps and key media platforms into unified**

guest profiles, so that the same audience can be recognized and activated consistently across campaigns and on-site experiences. This shift from channel-first campaigns to audience-first activation is "Intelligent Hospitality" in practice, allowing RHG to move beyond broad categories and engage more seamlessly across channels with each traveler, ultimately redefining the end-to-end guest journey.

Radisson Hotel Group is reshaping the guest journey by making Tealium CDP the foundation of its audience strategy and an enabler of its AI roadmap. The organization is moving from channel-led to audience-first engagement, building high-quality, governed data that can be activated to support meaningful personalization today and smarter AI-driven experiences tomorrow.



“ The most important lesson we learned is that the success of the CDP is not about technology as much as the value it brings to the business. Before, teams across Radisson each optimized their own tools and KPIs. Now, we are all speaking the same language: the language of customers and audiences. ”

Milos Petkovic,
AdTech and Audience Manager

The Challenge: Escaping the "Channel-First" Trap

In the past, like many global organizations, Radisson's teams (performance media, ecommerce, CRM and digital analytics) **each optimized their own tools** and KPIs. A guest who clicked a campaign, browsed on the web, then completed a booking in the app often appeared as three different "customers" in three different systems. With guests engaging via social networks, call centres, brand sites and mobile apps, RHG had **no consistent way to link these signals back to a single profile at scale.**

This made it **difficult to act on key moments** in the guest journey, such as recognizing high-value members across brands or suppressing irrelevant offers once a stay had already been booked.

The Solution: Building a Foundation for Personalization

Radisson's decided to make the Tealium Customer Data Platform the company-wide capability that connects data, teams, and business objectives.

By **moving from a channel-based to an audience-based approach**, RHG could finally build a unique profile for every guest that captured the full context of their interactions. RHG now understands their customers' behaviors, preferences and intent, which allows them to deliver seamless, personalized experiences at every touchpoint.

Key Transformation Milestones

- **Rapid Implementation:** RHG moved quickly, launching its first live use case in just 3 weeks.
- **Value Realization:** Every integration and use case was tied directly to KPIs like revenue growth and efficiency to ensure the technology solved real business challenges.
- **The AI Roadmap:** With high-quality, consented data as a foundation, RHG is now deploying Smart Search and Content Automation to deliver the right content to the right user at the perfect time.



67% increase in Return on Ad Spend (ROAS)

127% increase in Conversion Rate (CR)

Driving Real Impact: Measurable Results

The audience-first strategy delivered a measurable impact on RHG's paid media performance. For campaigns using CDP-built audiences, RHG recorded a **67% increase in Return on Ad Spend** and a **127% increase in Conversion Rate** compared with similar campaigns that did not use CDP audiences.

RHG was able to launch its first production use case within three weeks of project kickoff, demonstrating that the new approach could move quickly from design to live activation.

Beyond these metrics, the CDP allowed RHG to unlock value that had previously been overlooked. They launched a specific strategy to re-engage low-value members who were previously ignored by CRM campaigns, successfully bringing them back into the customer journey.

A Foundation for Future Innovation

Perhaps the most durable impact of Radisson's collaboration with Tealium was the change it drove in organizational culture. **High-quality, AI-ready data is now recognized as a strategic necessity, where information about guest behavior, consent, and value is treated as a shared asset for marketing, ecommerce, and analytics teams**, rather than something owned by a single channel. Building on this foundation, RHG is prioritizing concrete next steps such as predictive models for booking completion and campaign optimisation, as well as extending the CDP rollout to additional brands and business units in the group.

The aim is straightforward: use better guest profiles and real-time context to make offers, messaging and service journeys more relevant at every moment guests interact with RHG, ensuring they turn simple stays into lasting memories.



“ Hospitality has changed drastically. We are no longer competing on prices, room, or location, we are competing on experiences, relevance, and ease for the guest. Tealium's Customer Data Platform is our solution to build a unique profile per guest to deliver these experiences across all channels. ”

Jesus Romero,
Director, Global Ecommerce Capabilities,
AdTech & Decisioning